

**(12) UK Patent Application (19) GB (11) 2 211 079 (13) A**

**(43) Date of A publication 28.06.1989**

**(22) Date of filing 22.10.1987**

**Ostermeedlandsweg 72-74, D-2950 Leer,  
Federal Republic of Germany**

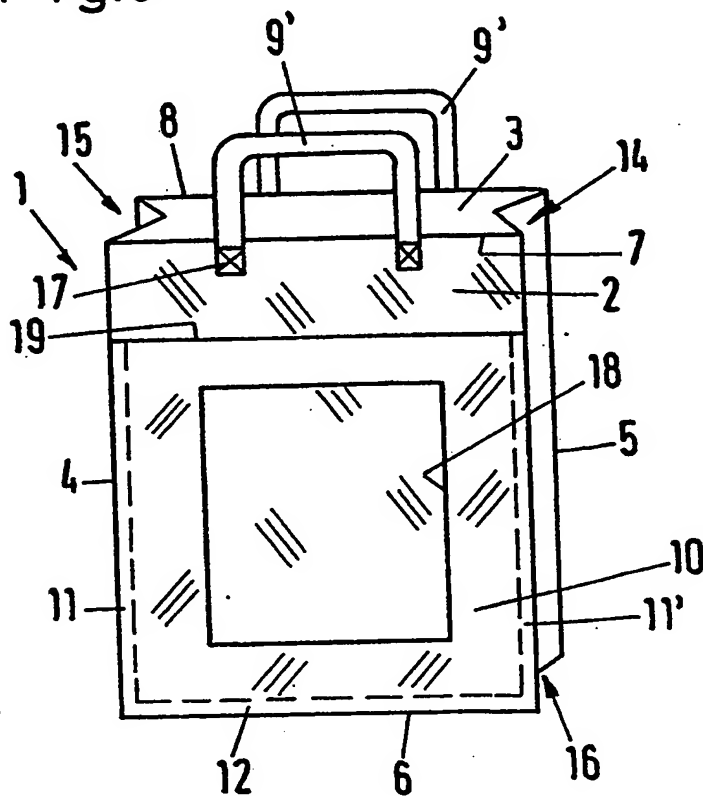
(74) Agent and/or Address for Service  
Forrester Ketley & Co  
Forrester House, 52 Bounds Green Road, London,  
N11 2EY, United Kingdom

(52) UK CL (Edition J)  
A4G G5J  
B8K K0X K2K1 K2K2 K2K3 K2K4 K2L K2X4

(58) Field of search  
UK CL (Edition J) A4G G5J, B8K KAA KAC KXX  
INT CL<sup>4</sup> A45C, B65D

(57) A carrier bag of plastics sheet material has at least one side part (2, 3) provided on its outside with a pocket (10) into which an advertising leaflet or other publicity material may be inserted. The pocket may be made of transparent material, or may have a window (18) through which the leaflet or other material may be viewed. Alternatively the openings to the pocket may stop short of the adjacent edge of the bag so that a portion of the leaflet or publicity material projecting from the pocket is visible.

Fig.3



GB 2 211 079 A

**BEST AVAILABLE COPY**

2211079

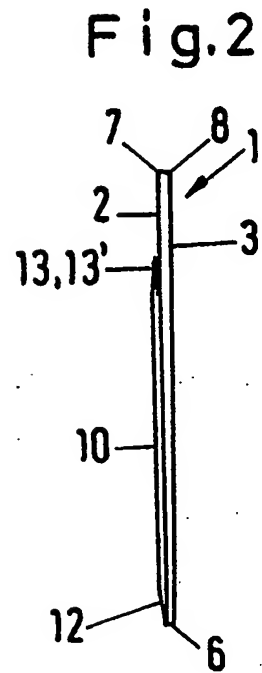
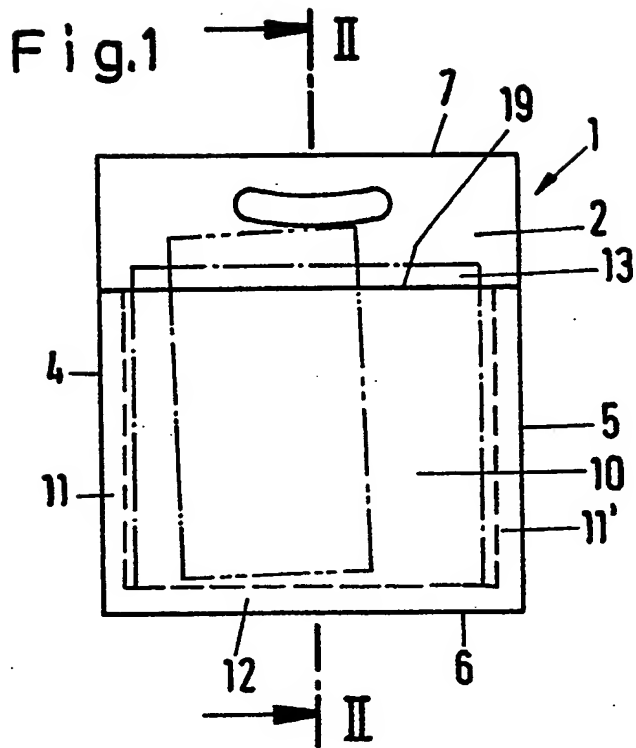


Fig.3

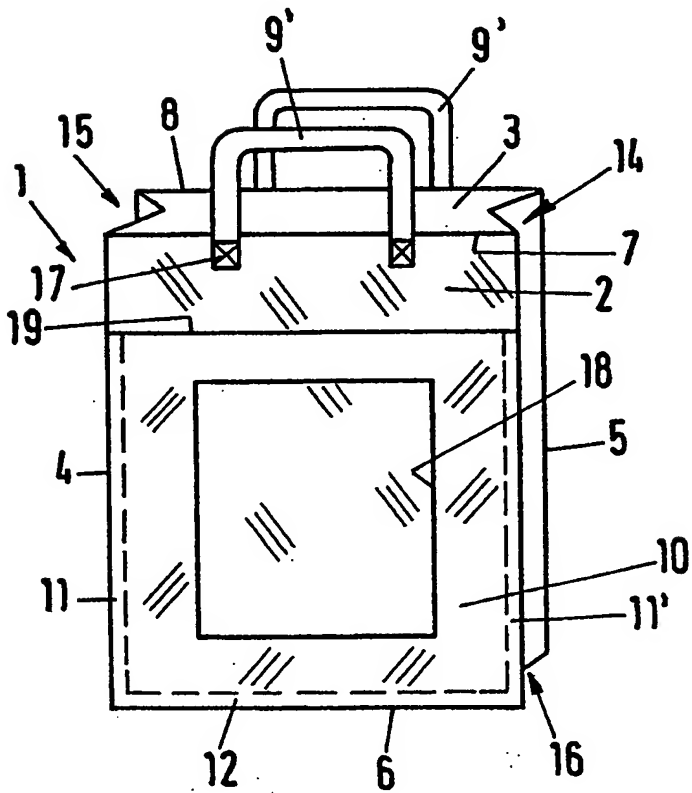
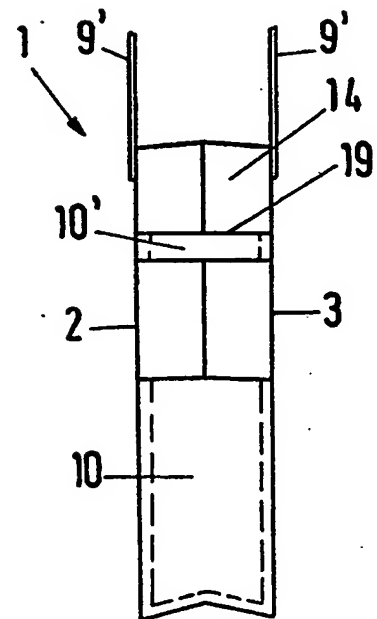


Fig.4



Agents' Reference: P4804GB-H/JCC/ac

# DESCRIPTION OF INVENTION

Title: "Carrier Bag"

THIS INVENTION relates to a carrier bag, for example for carrying shopping.

5 Disposable carrier bags of various constructions are known. Such bags, for example, are commonly given away to customers in shops so that they can carry their shopping.

10 Since the outsides of such carrier bags are relatively large they are often used as a publicity support and are provided with printed advertisements relating to a specific shop or specific goods.

15 Since the costs of such carrier bags are required to be low - particularly if they are given to customers free of charge - and this requirement can be met only if relatively large quantities are purchased, carrier bags have not hitherto been suitable as publicity supports for special offers available for just short periods and the like, since a print indicating a given period would be too expensive, and it has been found that in such cases, inter alia, a considerable stock of carrier bags often remains which cannot be re-used after the promotion is finished. Furthermore, there are special publicity requirements for special offers or the like. It has also been found that 25 the outsides of the side parts of such carrier bags are admittedly suitable for relatively short advertising slogans and the like but not for more extensive customer information. Such details are advantageously given to 30 customers in the form of advertising leaflets, brochures

or the like, particularly since ordinary carrier bags are discarded after use so that more detailed information of this kind is lost. On the other hand, however, it has been found that publicity leaflets, brochures, or the like  
5 inserted in carrier bags of this kind bend inter alia due to the goods put in the carrier bag, or become illegible due to dirt, so that they are then also ignored and thrown away by customers.

10 The object of this invention is to improve the publicity opportunities of carrier bags of the kind referred to hereinbefore particularly so that more extensive advertising information or the like can be communicated to customers in advantageous form.

15 According to the invention, there is provided a carrier bag having, on the outside thereof, a pocket adapted to receive an advertising leaflet or the like publicity material so as to render at least part of the  
20 leaflet or other publicity material visible from the exterior of the bag.

A carrier bag embodying the invention may be in the form of a shopping bag consisting of at least two  
25 identical side parts made from a material in web form and interconnected at their two side edges and at their bottom edge, each having a handle at the top edge portion, the outside of at least one of said side parts being provided with said pocket, such pocket partially covering the  
30 outside of the respective side part.

If the carrier bag does not consist of just two (inter alia rectangular) portions of material in web form which form the side parts, but in addition has two ends  
35 disposed between the two side parts and, possibly, a base part, a fitted pocket can (additionally if required) be provided on the outside of one of the end walls.

5 A pocket provided according to the invention is intended and is suitable particularly for receiving a publicity leaflet or a publicity brochure and preferably consists of a flat portion of a material in web form which, without separate folds, is connected, at its two side edges and at its bottom edge, to the associated side part or the associated end, e.g. by sticking, welding, stitching or the like, although, of course, a folded pocket can be provided. A flat pocket which is very simple and accordingly cheap to make is, however, quite sufficient to receive such publicity material inter alia.

15 It has been found very advantageous if the pocket does not extend over the entire outside of a side part or an end, but only over at least two-thirds of the side part or end, a pocket of this kind preferably being disposed in the bottom area of the associated side part or associated end.

20 If the publicity material to be put into the pocket is required not only to be visible at its top edge projecting upwardly from the pocket, but also to give an advertising message when it is inserted in the pocket, the pocket may have an opening between its top edge and its bottom edge. An opening of this kind may be made in the form of a window and accordingly end at a distance from its side edges. Alternatively, an opening of this kind can extend over the entire width of the pocket, so that a pocket is left only in the bottom portion while the top portion thus forms simply a transverse retaining strip. The pocket can for the same purpose be provided without an opening and consist of a transparent material, more particularly a sheet of plastics, and of course with a construction of this kind an opening may be provided.

35

Embodiments of the invention are described below by way of example with reference to the accompanying drawings

wherein:

FIGURE 1 is a side elevation of a very simple carrier bag embodying the invention and consisting of just two side parts, one of which is provided with a fitted pocket, as viewed in the direction of arrow I in Figure 2;

FIGURE 2 is a central section through the carrier bag shown in Figure 1 in the direction of the sectional line II-II;

FIGURE 3 is a perspective view of a variant of a carrier bag embodying the invention having not only the two side parts but also end parts and a base part and handles of different construction, the pocket provided at the outside of a side part having an opening in the form of a window, and

FIGURE 4 is a variant of similar construction to Figure 3 in side elevation of one end provided with a pocket.

Figures 1 and 2 show a carrier bag having the general reference 1 and constructed as an ordinary shopping bag, consisting of two identical rectangular side parts 2 and 3 made from a material in web form, the material being relatively high tearing strength plastics sheeting. The two side parts 2, 3 are welded together at their two side edges 4 and 5 and at their bottom edge 6, while the top edge 7 of the side part 2 is not connected to the top edge 8 of the side part 3. A handle 9 is formed in each of the two side parts 2, 3 and consists of a punched-out opening.

As will be apparent from the drawing, the outside of the side part 2 is provided with a fitted pocket 10 which covers approximately two-thirds of the outside of the side

part 2 and is disposed in the bottom zone thereof. In this exemplified embodiment, the pocket 10 consists of a transparent plastics sheet welded to the side part 2 at its side edges 11, 11' and at its bottom edge 12. A  
5 publicity leaflet 13 is provided in the pocket 10 and can be read from outside because of the transparent construction of the pocket 10. A multi-page publicity brochure 13' is also disposed in the pocket 10 between the publicity leaflet 13 and the outside of the side part 2.

10 Figure 3 illustrates a variant of a carrier bag 1 which in addition to the side parts 2 and 3 comprises two inwardly foldable ends 14 and 15 and a bottom part 16. In this construction the two handles 9' are constructed as  
15 inverted-U strips, the free end portions 17 of which are fixed to the side parts 2 and 3. In the carrier bag shown in Figure 3, the pocket 10 consists of a non-transparent plastics sheeting material and has a window-like opening  
18.

20 The carrier bag 1 shown in Figure 4 is similar to the construction shown in Figure 3, one end 14 being provided with a pocket 10. Between its bottom edge and its top edge 19 this pocket 10 has an opening which  
25 extends over the entire width of the pocket 10 so that the top portion of the pocket 10 forms a retaining strip 10' for a leaflet or the like the lower part of which is received in the lower portion of the pocket.

30 It will be appreciated that in some cases the pocket may be opaque and yet have no window, with the publicity leaflet or the like being dimensioned so as to project from the upper edge of the pocket with only the projecting  
35 portion of the leaflet being visible, the pocket, at its open upper edge, as in the other embodiments, stopping short of the upper edge of the bag.

CLAIMS

1. A carrier bag having, on the outside thereof, a  
5 pocket adapted to receive an advertising leaflet or the  
like publicity material so as to render at least part of  
the leaflet or other publicity material visible from the  
exterior of the bag.
- 10 2. A carrier bag in the form of a shopping bag  
consisting of at least two identical side parts made from  
a material in web form and interconnected at their two  
side edges and at their bottom edge, each having a handle  
15 at the top edge portion, in which the outside of at least  
one side part is provided with a fitted pocket made of a  
material in web form, such pocket partially covering the  
outside.
- 20 3. A carrier bag according to claim 2 having ends each  
extending between the two side parts and in which the  
outside of at least one end is provided with a fitted  
pocket.
- 25 4. A carrier bag according to claim 2 or 3, in which  
the pocket consists of a flat portion of a material in web  
form, which at its two side edges and at its bottom edge  
is connected to the associated side part or end.
- 30 5. A carrier bag according to any of claims 2 to 4, in  
which the pocket is disposed in the bottom zone of the  
associated side part or end.
- 35 6. A carrier bag according to any of claims 2 to 5 in  
which at least two-thirds of the outside of the associated  
side part or end is covered by the pocket.



7. A carrier bag according to one or more of the preceding claims, in which the pocket has an opening between its top edge and its bottom edge.

5 8. A carrier bag according to claim 7, in which the opening is in the form of a window and ends at a distance from the side edges of the pocket.

10 9. A carrier bag according to claim 7, in which the opening extends over the entire width of the bag.

10. A carrier bag according to one or more of the preceding claims, in which the bag consists at least partially of a sheet of transparent plastic.

15 11. A carrier bag according to any of claims 2 to 9, in which the side parts and, if required, the ends and the base parts and the pocket consist of plastics sheeting.

20 12. A carrier bag substantially as hereinbefore described with reference to, and as shown in, Figures 1 and 2 of the accompanying drawings.

25 13. A carrier bag substantially as hereinbefore described with reference to, and as shown in, Figure 3 of the accompanying drawings.

30 14. A carrier bag substantially as hereinbefore described with reference to, and as shown in, Figure 4 of the accompanying drawings.

15. Any novel feature or combination of features described herein.

**This Page is Inserted by IFW Indexing and Scanning  
Operations and is not part of the Official Record**

**BEST AVAILABLE IMAGES**

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images include but are not limited to the items checked:

- ☐ BLACK BORDERS
- ☐ IMAGE CUT OFF AT TOP, BOTTOM OR SIDES
- ☐ FADED TEXT OR DRAWING
- ☒ BLURRED OR ILLEGIBLE TEXT OR DRAWING
- ☐ SKEWED/SLANTED IMAGES
- ☐ COLOR OR BLACK AND WHITE PHOTOGRAPHS
- ☐ GRAY SCALE DOCUMENTS
- ☒ LINES OR MARKS ON ORIGINAL DOCUMENT
- ☐ REFERENCE(S) OR EXHIBIT(S) SUBMITTED ARE POOR QUALITY
- ☐ OTHER: \_\_\_\_\_

**IMAGES ARE BEST AVAILABLE COPY.**

**As rescanning these documents will not correct the image problems checked, please do not report these problems to the IFW Image Problem Mailbox.**